

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
313920-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Billing Address:

Strategic Media Services
Attention: Accounts Payable
3299 K Street NW - Suite 200
Washington, DC 20007

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Advertiser	Product	Estimate Number
West / Republican / Congre	Allen West for Congress	Order #91

Flight Dates	Order #	Alt Order #
10/24/12 - 10/30/12	313920	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code
12521		

Agency Ref	Advertiser Ref
2	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/24/12	10/30/12	M-F 430-5a	430-5a	11111--	:30	5	\$125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/12 10/30/12 11111-- 5 \$125.00									
Spots: # Ch Day Air Date Air Time Description <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 WPTV W 10/24/12 4:52 AM M-F 430-5a 430-5a :30 AWTV102101H \$125.00 NM									
2 WPTV Th 10/25/12 4:51 AM M-F 430-5a 430-5a :30 AWTV102101H \$125.00 NM									
3 WPTV F 10/26/12 4:57 AM M-F 430-5a 430-5a :30 AWTV102101H \$125.00 NM									
2	10/24/12	10/30/12	M-F 7-9a	7-9a	111-1--	:30	4	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/12 10/30/12 111-1-- 4 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 WPTV W 10/24/12 8:38 AM M-F 7-9a 7-9a :30 AWTV102101H \$1,500.00 NM									
2 WPTV F 10/26/12 8:49 AM M-F 7-9a 7-9a :30 AWTV102401H \$1,500.00 NM									
3	10/24/12	10/30/12	M-F 10-11a	10-11a	11111--	:30	5	\$575.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/12 10/30/12 11111-- 5 \$575.00									
Spots: # Ch Day Air Date Air Time Description <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 WPTV W 10/24/12 10:58 AM M-F 10-11a 10-11a :30 AWTV102101H \$575.00 NM									
2 WPTV Th 10/25/12 10:55 AM M-F 10-11a 10-11a :30 AWTV102401H \$575.00 NM									
3 WPTV F 10/26/12 10:46 AM M-F 10-11a 10-11a :30 AWTV102101H \$575.00 NM									
4	10/24/12	10/30/12	3-4pm Jeff Probst	3-4p	MTWTF--	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/12 10/30/12 MTWTF-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 WPTV F 10/26/12 3:56 PM 3-4pm Jeff Probst 3-4p :30 AWTV102401H \$500.00 NM									

Total Spots 9 **Gross Total** \$5,600.00

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Atlanta, GA 30368-6871



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<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
West / Republican / Congre	Allen West for Congress	Order #91

Payment Terms 30 Days

Agency Commission \$840.00

Net Amount Due \$4,760.00

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Total Spots 7 **Gross Total** \$8,400.00

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Agency Commission \$1,260.00

Net Amount Due \$7,140.00